RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 26, 1997

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Mike:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **90** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-16612	*FF King*	1
12300-15312	*FF 100*	2
12300-15112	*Light King*	1
12300-15212	*Light 100*	2

Product / Premium Arrival:	March 24, 1997
Ship Date to Retail:	Week of: March 31, 1997
SKU CUBE:	1.1490
SKU WT (w/o Product):	4.1900 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$3,156.07
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/trym0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$168.00 (6 (12M) case(s) @ $28.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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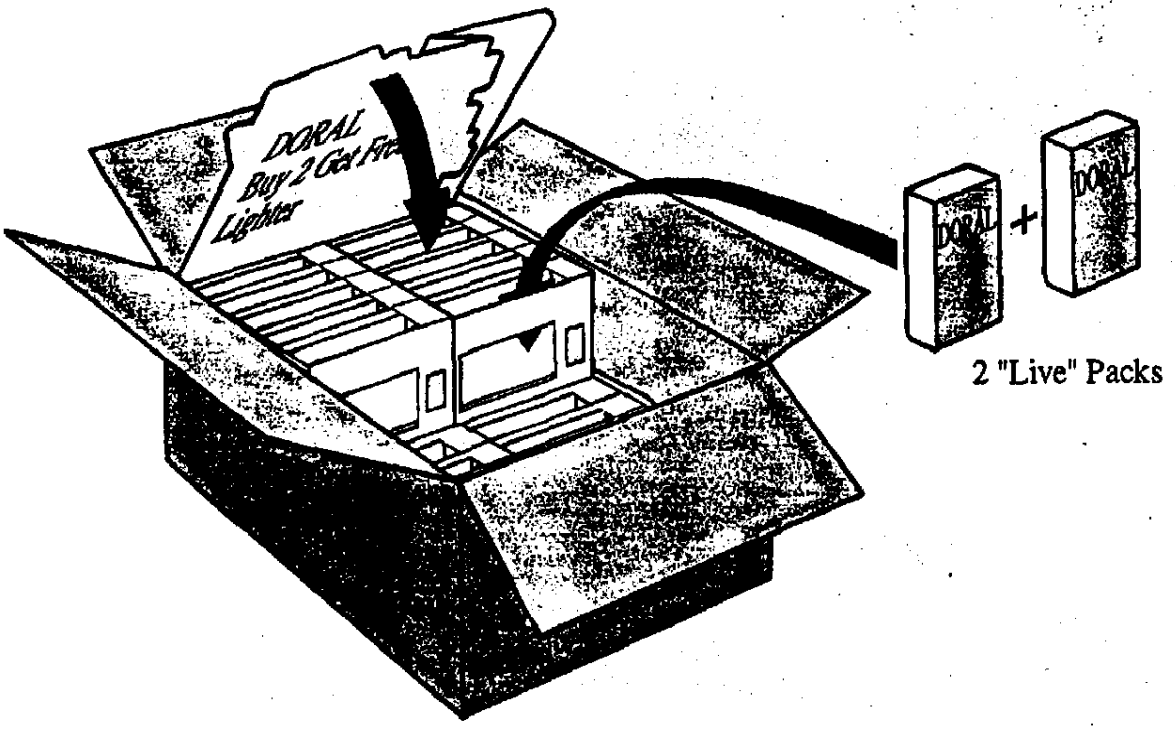
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97.

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



2 "Live" Packs

Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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BPEN55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 4
DATE: 97-02-20
TIME: 04:32 PM

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605		478875	PIT STOP #12	SOUTH ST & CANADA	RED CREEK	NY	13143	1		1441-0000		(315)754-8322
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	2				(315)488-6025
162605		269018	WATERLOO NEWS	18 E MAIN ST	WATERLOO	NY	13165	1				
162605		485415	DANIELLES	104A TEACHOUT RD	STERLING	NY	13156	1				(315)947-5770
162605		542147	LARKIN GROCERY	5021 RTE 34	AUBURN	NY	13021	1				
162605		637160	HAPPY LANDING	STATE ROUTE 96	INTERLAKEN	NY	14847	1				(607)532-4640
162605	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	4				(315)776-5511
162205		577616	WOLF CONVENIENT STO	339 WOLF ST	SYRACUSE	NY	13208	1				(315)422-5890
162205		661036	JIMMYS SUPER SAVER	1300 S STATE ST	SYRACUSE	NY	13202	1				(315)472-9532
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1				(315)474-3569
162203	162231	269481	MODERN MARKET	1 EAST CAYUGA STR	MORAVIA	NY	13118	1				(315)497-1911
162202	162232	487589	LOU'S CAR CARE SERV	7361 STATE FAIR B	BALDWINSVILLE	NY	13027	1				(315)638-0281
162202		762323	3 RIVER PHARMACY	219 COUTNRY ROUTE	PHOENIX	NY	13135	1				(315)695-7205
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1				(315)597-2583
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	2				(315)468-5741
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	1				(315)695-5838
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	1				(315)343-0950
162605		582953	DOUGS MARKET	20 ANNA STREET	AUBURN	NY	13021	1				(315)253-5161
162605		762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1				(315)253-4811
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	2				(315)487-7581
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	2				(315)472-4523
162605		269011	HAVEN MIDSTATE	MAIN ST	FAIR HAVEN	NY	13064	1				(315)947-5708
162605	162232	503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	2				(315)626-2335
162203	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162203	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162205	162230	173146	GEDDES ST MARKET	901 S GEDDES ST	SYRACUSE	NY	13204	1				(315)472-1557
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	3				(315)469-7475
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	2		0362-0102		(315)476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	1				(315)479-9672
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	2		0990-0000		(315)475-0900
162205	162230	718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	13204	1		1441-0000		(315)422-6818
162205	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	2		0990-0000		(315)454-0117
162205	162230	739322	PAULS SMOKE SHOP	300 S SALINA ST	SYRACUSE	NY	13202	5				(315)422-3910
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	1			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1		0353-0100		(315)637-4377
162605	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1		1441-0000		(315)834-9393
162605		818622	PIT STOP #4	RT 34 SOUTH ST RD	FLEMING	NY	13021	1		1441-0000		(315)253-0882
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1				(315)695-4425
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	2				(315)963-8253
162205	162237	059975	SMOKEY'S TOB & NEWS	708 BUTTERNUT ST	SYRACUSE	NY	13208	2				(315)448-1008

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WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162202	162238	075887	HANNIBAL QUICK MART	MAIN ST	HANNIBAL	NY	13074	2				(315)564-6066
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	5				(315)695-2059
162202	162238	684885	PIT STOP #99	433 COUNTY ROUTE	FULTON	NY	13069	1		1441-0000	9100413	(315)598-8811
162605	162232	269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1		0958-0000		(607)869-3551
162605	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	1	NYS	1441-0000		(315)564-7200
162605	162232	269069	TOPPINGS RED & WHIT	MAIN ST	RED CREEK	NY	13143	2	NYS			(315)754-6421
162203	162231	269585	JOHNS GROCERY	AURORA ST	MORAVIA	NY	13118	4	NYS		976142	(315)497-0741
162605	162232	172505	WEEDSPORT MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	2	NYS			(315)834-9988
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	NYS	1441-0000		(315)331-9575

PAGE BREAK TOTAL ACCOUNTS 54 TOTAL QUANTITY 83

TEMPLATE TOTAL ACCOUNTS 54 TOTAL QUANTITY 83

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 03/25/97

ACCOUNT NUMBER: 026300
VOUCHER NUMBER: 15347745
DATE WRITTEN: 03/25/97
STATUS: PAID
AMOUNT PAID: 168.00

AUER & COMPANY
571 W BRIGHTON AVE
SYRACUSE , NY 13205

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	6.00	168.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/SS

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